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First Published in 2004. Routledge is an imprint of Taylor & Francis, an informa company. Customize your trading plan for greater profits using the most popular charting software The majority of professional and individual traders use some kind of trading software on which to base their strategies. With over 100,000 users, the most popular trading software today is TradeStation, published by TradeStation Technologies. While this software is favored by many, TradeStation's computer language can be confusing, especially for the novice. TradeStation Made Easy! is the first and only book to explain exactly how to use the unique computer language behind this bestselling software program. It is not meant as a replacement for the TradeStation manuals, instead it will cover the essence of programming in EasyLanguage and focus on a consistent set of data and an elementary system throughout. An easily understood guide to TradeStation that also provides tips for the user in designing a personalized trading system Endorsed by the software provider TradeStation Technologies Written in a straightforward manner, that is accessible even for those with little computer experience TradeStation Made Easy! fills a much-

needed gap in this area and puts the basics of EasyLanguage in perspective. With it, you'll be able to write simple and intermediate programs that will accurately express your theories and ideas about whatever market interests you. This publication brings together the results of the project 3DPAST: Living and virtual visiting European World Heritage, co-funded by the Creative Europe EU programme. The research highlighted the exceptional character and quality of living in vernacular dwellings found in World Heritage sites. This was possible by seizing the cultural space of European vernacular heritage, located in Pico island (Portugal), Cuenca town (Spain), Pienza (Italy), Old Rauma (Finland), Transylvania (Romania), Berat & Gjirokastra (Albania), Pá tmos (Greece), and Upper Svaneti (Georgia). New digital realities grant the possibility to visit and to appreciate those places, to non-travelling audiences, who lack the opportunity to experience this unique heritage in situ. Creative potential is highlighted in 3D models and digital visualisations, which associate outstanding local knowledge with the vernacular expression of World Heritage. Sustainability is a concept that has monopolised a large number of the scientific debates in a wide range of spheres connected not only with architecture, urban planning and construction, but also with the product market, tourism, culture, etc. However, sustainability is indissolubly linked to vernacular architecture and the lessons this architectu Traditional explorations of war look through the lens of history and military science, focusing on big events, big battles, and big generals. By contrast, The SAGE Encyclopedia of War: Social Science Perspective views war through the lens of the social sciences, looking at the causes, processes and effects of war and drawing from a vast group of fields such as communication and mass media, economics, political science and law, psychology and sociology. Key features include:

- Approximately 700 entries organized A-to-Z, authored and signed by key academics in the field
- Entries conclude with cross-references and further readings, aiding the researcher further in their research journeys
- An alternative Reader ' s Guide table of contents groups articles by disciplinary areas and by broad themes
- A Glossary and helpful Resource Guide directing researchers to classic books, journals and electronic resources for more in-depth study

This important and distinctive work will be a key reference for all researchers in the fields of political science, international relations and sociology. Vernacular architecture represents a great resource that has considerable potential to define principles for sustainable design and contemporary architecture. This publication is the result of an overall aim to produce a valuable tool for analysis regarding vernacular heritage through different assessments, in order to define principles to consider for sustainable development. This was possible through a comprehensive reflection on the principles established and the strategies to recognise in different world contexts. The present publication was the result of an in-depth approach by 46 authors from 12 countries, concerned with the analysis and critical assessment of vernacular heritage and its sustainable perspective. The book presents 8 chapters addressing operational definitions and synopses advances, regarding the main areas of vernacular heritage contribution to sustainable architecture. It also presents 15 chapters and 53 case studies of vernacular and contemporary approaches in all the 5 continents, regarding urban, architectural, technical and constructive strategies and solutions. VERSUS, HERITAGE FOR TOMORROW: Vernacular Knowledge for Sustainable Architecture is

the result of a common effort undertaken by the partners ESG | Escola Superior Gallaecia, Portugal, as Project leader; CRAterre | École Nationale Supérieure d'Architecture de Grenoble, France; DIDA | Università degli Studi di Firenze, Italy; DICAAR | Università degli Studi di Cagliari, Italy; and UPV | Universitat Politècnica de València, Spain. This is the final outcome of VerSus, an European project developed from 2012 to 2014, in the framework of the Culture 2007-2013 programme. This two-volume book offers a broad range of discussions on the immense challenge of climate change, one confronting every country on the planet and forcing them to find a path towards a sustainable future that will not have disastrous consequences in relation to our chances of survival. It also presents a snapshot of the status quo, which reflects all the decisions and measures taken to date. Analyzing the consequences of the steps that will shape our future, the two volumes also reflect on important decisions at a global level that have already been taken. In this first volume on green energy, decarbonization, and forecasting the green transition, respected international scholars analyze various technical aspects of and alternatives to the so-called "green energy transition," as well as measures intended to help reach the ambitious goal of net zero emissions within the next thirty years. Throughout the 13 chapters, the authors forecast future scenarios for the use of alternative energy sources. Additionally, the book discusses questions regarding the suitability of current measures and presents innovative alternatives that have remained largely overlooked. This book is a must-read for scholars, researchers and students, as well as policymakers interested in a better understanding of climate change, present scenarios, and alternative solutions and measures. Explores the underlying theories of finance, and examines the practical application of these theories in a southern African environment. The third edition has been restructured and includes additional chapters. Emphasis is placed on the use of computer spreadsheets for solving financial problems. Sol-gel processing is a low temperature, low cost wet chemistry route to a range of different materials, particularly glassy and ceramic oxides, including nanoparticles and powders, fibers, thin films and membranes, or monoliths and composites. Thin films and coatings represent by far the most important category of sol-gel derived products with optical, electronic and magnetic functionalities, for example photoresist and dielectric spin-on-glass layers, flat screen displays, anti-reflection, conducting and magnetic disk coatings, as well as photochromic, electrochromic and photovoltaic coatings. Sol-gel derived materials are homogeneous at the molecular level and are a good example of a bottom-up approach to materials synthesis. There is increasing need of new optical and photonic materials with improved performance, where molecular level homogeneity and easy fabrication in film form may be especially convenient, highlighting a decisive advantage of sol-gel over other more established technologies to obtain graded index optical components, solar control coatings, phosphors, glass ceramics or multilayer photonic structures. There is no book available yet which focuses in particular on optical and photonic sol-gel derived materials. This is what makes this book unique at this point for those especially or exclusively interested in optical and photonic functional materials and applications. This book represents an important tool to update scientists and engineers with recent advances in the rapidly evolving field of optical and photonic materials, components and devices. Our target audience are

those working in materials science, physics, engineering and chemistry disciplines, in particular academics and researchers working in advanced optical/photonic processing technologies, research and development engineers in high technology industries and research project leaders. This book will also be an essential tool for graduate students pursuing a PhD or even a Master ' s degree. Reviews wide range of sol-gel derived coatings including reflective and anti-reflective, self-cleaning, and electrochromic Discusses latest advances in sol-gel derived photonic crystals including one dimensional, two dimensional, and three dimensional structures Addresses key applications in solid state lighting, solar cells, sensors, fiber optics, and magneto-optical devices This IBM® Redbooks® publication documents how IBM Platform Computing, with its IBM Platform Symphony® MapReduce framework, IBM Spectrum Scale (based Upon IBM GPFSTM), IBM Platform LSF®, the Advanced Service Controller for Platform Symphony are work together as an infrastructure to manage not just Hadoop-related offerings, but many popular industry offeringsm such as Apach Spark, Storm, MongoDB, Cassandra, and so on. It describes the different ways to run Hadoop in a big data environment, and demonstrates how IBM Platform Computing solutions, such as Platform Symphony and Platform LSF with its MapReduce Accelerator, can help performance and agility to run Hadoop on distributed workload managers offered by IBM. This information is for technical professionals (consultants, technical support staff, IT architects, and IT specialists) who are responsible for delivering cost-effective cloud services and big data solutions on IBM Power Systems™ to help uncover insights among client's data so they can optimize product development and business results. Tourism is one of the most rapidly evolving industries of the 21st century. The integration of technological advancements plays a crucial role in the ability for many countries, all over the world, to attract visitors and maintain a distinct edge in a highly competitive market. The Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications is a pivotal reference source for the latest research findings on the utilization of information and communication technologies in tourism. Featuring extensive coverage on relevant areas such as smart tourism, user interfaces, and social media, this publication is an ideal resource for policy makers, academicians, researchers, advanced-level students, and technology developers seeking current research on new trends in ICT systems and application and tourism. Implementing Data-Driven Strategies in Smart Cities is a guidebook and roadmap for practitioners seeking to operationalize data-driven urban interventions. The book opens by exploring the revolution that big data, data science, and the Internet of Things are making feasible for the city. It explores alternate topologies, typologies, and approaches to operationalize data science in cities, drawn from global examples including top-down, bottom-up, greenfield, brownfield, issue-based, and data-driven. It channels and expands on the classic data science model for data-driven urban interventions – data capture, data quality, cleansing and curation, data analysis, visualization and modeling, and data governance, privacy, and confidentiality. Throughout, illustrative case studies demonstrate successes realized in such diverse cities as Barcelona, Cologne, Manila, Miami, New York, Nancy, Nice, S ã o Paulo, Seoul, Singapore, Stockholm, and Zurich. Given the heavy emphasis on global case studies, this work is particularly suitable for any urban manager, policymaker, or

practitioner responsible for delivering technological services for the public sector from sectors as diverse as energy, transportation, pollution, and waste management. Explores numerous specific urban interventions drawn from global case studies, helping readers understand real urban challenges and create data-driven solutions Provides a step-by-step and applied holistic guide and methodology for immediate application in the reader ' s own business agenda Presents cutting edge technology presentation with coverage of innovations such as the Internet of Things, robotics, 5G, edge/fog computing, blockchain, intelligent transport systems, and connected-automated mobility Classified list with author and title index. The Practice Standard for Project Risk Management covers risk management as it is applied to single projects only. It does not cover risk in programs or portfolios. This practice standard is consistent with the PMBOK® Guide and is aligned with other PMI practice standards. Different projects, organizations and situations require a variety of approaches to risk management and there are several specific ways to conduct risk management that are in agreement with principles of Project Risk Management as presented in this practice standard. This volumes presents the first urban history of science, technology, and medicine in Lisbon, 1840-1940. It reveals how science, technology and medicine permeated even the most unlikely aspects of the urban landscape in an environment that was simultaneously a port city, scientific capital and imperial metropolis. This IBM® Redbooks® publication is a refresh of IBM Technical Computing Clouds, SG24-8144, Enhance Inbound and Outbound Marketing with a Trusted Single View of the Customer, SG24-8173, and IBM Platform Computing Integration Solutions, SG24-8081, with a focus on High Performance and Technical Computing on IBM Power Systems™. This book describes synergies across the IBM product portfolio by using case scenarios and showing solutions such as IBM Spectrum™ Scale (formerly GPFSTM). This book also reflects and documents the IBM Platform Computing Cloud Services as part of IBM Platform Symphony® for analytics workloads and IBM Platform LSF® (with new features, such as a Hadoop connector, a MapReduce accelerator, and dynamic cluster) for job scheduling. Both products are used to help customers schedule and analyze large amounts of data for business productivity and competitive advantages. This book is targeted at technical professionals (consultants, technical support staff, IT Architects, and IT Specialists) that are responsible for delivering cost-effective cloud services and big data solutions on IBM Power Systems to uncover insights among client data so that they can take actions to optimize business results, product development, and scientific discoveries. The reference will discuss mass media around the world in their varied forms—newspapers, magazines, radio, television, film, books, music, websites, and social media—and will describe the role of each in both mirroring and shaping society. Sadlier's study of women writers in Portugal after the 1974 revolution is a useful contribution to a neglected European literature, in which women are making a forceful contribution; and it is one of the few sources of such information in English. . . . Works analyzed include the famous *Novas Cartas Portuguesas* (Lisbon, 1972) by Maria Isabel Barreno, Maria Teresa Horta, and Maria Velho da Costa, *Xerazade e os outros* (Lisbon, 1964) by Fernanda Botelho, Lidia Jorge's *O Dia dos Prodigios* (2nd ed., 1980), Helia Correia's *Montedemo* (Lisbon, 1983), and Teolindo Gersao's *O Silencio* (1981). These studies are followed by an appendix on the background of

women's rights and feminism in Portugal. Although Sadlier has chosen these works because of their common tradition of literary modernism and aesthetic experimentation, her readings are descriptive rather than theoretical and provide an excellent introduction to representative works and themes of major contemporary women writers. *Choice Contemporary Portugal* offers a fascinating mixture of social revolution, literary experiment, and feminist practice. Since the revolution in 1974, the country has produced a large number of writings by and about women. In fact, for the first time in Portuguese history, there are at least as many women as men writing books. *The Question of How: Women Writers and New Portuguese Literature* presents an analysis of texts by the Three Marias, Fernanda Botelho, Lidia Jorge, Helia Correia, and Teolinda Gersao. The first book to be written in English on contemporary Portuguese women writers, it investigates what Portuguese literary women have to say about their culture. In addition to showing how specific works of fiction are inflected by gender and ideology, Sadlier also presents a brief historical account of feminism in Portugal. The only book of its kind in the field, *The Question of How: Women Writers and the New Portuguese Literature* will be of interest to both students and specialists of Hispanic literature, West European studies, Women's studies, literary theory, and criticism. This two-volume book offers a broad range of discussions on the immense challenge of climate change, one confronting every country on the planet and forcing them to find a path towards a sustainable future that will not have disastrous consequences in relation to our chances of survival. It also presents a snapshot of the status quo, which reflects all the decisions and measures taken to date. Analyzing the consequences of the steps that will shape our future, the two volumes also reflect on important decisions at a global level that have already been taken. This second volume on risks assessment and the political and social dimension of the green energy transition is structured into 14 chapters. International renowned scholars discuss the inherent risks that arise in consequence of the transition to the intensive use of low carbon energy sources and global warming, risks related to food and water security, as well as risks of social and political conflicts. They further examine the dependence on individual countries' industrial structures and on their socio-economic development level as challenges to climate change solutions and to the global energy policy agenda. This book is a must-read for scholars, researchers and students, as well as policymakers interested in a better understanding of climate change, present scenarios, and alternative solutions and measures. A discipline is a fusion of financial theory (with its origins in economics) and financial analysis (which is linked to accounting). Explores the underlying theories of corporate finance and examines the application of these theories in the Southern African context. "This book presents quality articles focused on key issues concerning the planning, design, maintenance, and management of telecommunications and networking technologies"--Provided by publisher. This book constitutes the thoroughly refereed post-conference proceedings of the First International Workshop on Gerotechnology, IWOG 2018, held in Cáceres, Spain on December 14, 2018, and in Évora, Portugal, on December 17, 2018. The 24 revised full papers along with 8 short papers presented were carefully reviewed and selected from 71 submissions. The papers are organized in topical sections on knowledge management for health: context, cognition, behavior and user modeling; technologies

to increase the quality of life of the elderly population; Internet of Things (IoT); smart technologies and algorithms for health; monitoring and management of chronic and non-chronic diseases; solutions for active aging, social integration and self-care; health interventions to support caregivers of elderly people; public health initiatives. This two-volume book offers a broad range of discussions on the immense challenge of climate change, one confronting every country on the planet and forcing them to find a path towards a sustainable future that will not have disastrous consequences in relation to our chances of survival. It also presents a snapshot of the status quo, which reflects all the decisions and measures taken to date. Analyzing the consequences of the steps that will shape our future, the two volumes also reflect on important decisions at a global level that have already been taken. This second volume on risks assessment and the political and social dimension of the green energy transition is structured into 14 chapters. International renowned scholars discuss the inherent risks that arise in consequence of the transition to the intensive use of low carbon energy sources and global warming, risks related to food and water security, as well as risks of social and political conflicts. They further examine the dependence on individual countries' industrial structures and on their socio-economic development level as challenges to climate change solutions and to the global energy policy agenda. This book is a must-read for scholars, researchers and students, as well as policymakers interested in a better understanding of climate change, present scenarios, and alternative solutions and measures. This two-volume book offers a broad range of discussions on the immense challenge of climate change, one confronting every country on the planet and forcing them to find a path towards a sustainable future that will not have disastrous consequences in relation to our chances of survival. It also presents a snapshot of the status quo, which reflects all the decisions and measures taken to date. Analyzing the consequences of the steps that will shape our future, the two volumes also reflect on important decisions at a global level that have already been taken. In this first volume on green energy, decarbonization, and forecasting the green transition, respected international scholars analyze various technical aspects of and alternatives to the so-called "green energy transition," as well as measures intended to help reach the ambitious goal of net zero emissions within the next thirty years. Throughout the 13 chapters, the authors forecast future scenarios for the use of alternative energy sources. Additionally, the book discusses questions regarding the suitability of current measures and presents innovative alternatives that have remained largely overlooked. This book is a must-read for scholars, researchers and students, as well as policymakers interested in a better understanding of climate change, present scenarios, and alternative solutions and measures. The globalized economy, dominated by the diffusion of innovation and social, political, and economic changes, allows people and knowledge to flow without knowing what lies ahead. As new economies emerge and technologies impose significant changes, the internationalization of markets and industries has made defining its delimitation more difficult. Competitive Drivers for Improving Future Business Performance is a conceptualized reference source that discusses the use of digital skills to manage change in volatile contexts and provides fundamental understanding of competitive advantage to guarantee superior performances. To assure this level of performance, a set of choices (drivers) must be created ensuring

operational efficiency, innovative products, customer knowledge-base, and focused branding. Featuring research on topics such as consumer experience, strategic leadership, and flexible technologies, this book is ideally designed for managers, executives, entrepreneurs, academicians, consulting professionals, researchers, industry professionals, and students seeking coverage on how to improve competitive performance in an era of uncertainty. "This book studies the management of Big Data in Health information specifically for the new concept "One Health" and "Digital Health", concerning ailments that plague neglected populations and provides practical approaches by scientists and practitioners in the field that will assist in managing the knowledge of Big Data in information Health, to strengthen the skills and training of decision-making managers with tactical and strategic analysis, planning and decision making. This book project aims to"-- This book presents the latest research perspectives on how the Industry 4.0 paradigm is challenging the process of technological and structural change and how the diversification of the economy affects structural transformation. It also explores the impact of fast-growing technologies on the transformation of socioeconomic and environmental systems, and asks whether structural and technological change can generate sustainable economic growth and employment. Further, the book presents the basic innovations (new technologies, materials, energy, etc) and industrial policies that can lead to such a structural change. As new concepts such as virtualization, cloud computing, and web applications continue to emerge, XML has begun to assume the role as the universal language for communication among contrasting systems that grow throughout the internet. Innovations in XML Applications and Metadata Management: Advancing Technologies addresses the functionality between XML and its related technologies towards application development based on previous concepts. This book aims to highlights the variety of purposes for XML applications and how the technology development brings together advancements in the virtual world. This book provides in-depth information on Caatinga ' s geographical boundaries and ecological systems, including plants, insects, fishes, amphibians, reptiles, birds, and mammals. It also discusses the major threats to the region ' s socio-ecological systems and includes chapters on climate change and fast and large-scale land-use changes, as well as slow and small-scale changes, also known as chronic human disturbances. Subsequent chapters address sustainable agriculture, conservation systems, and sustainable development. Lastly, the book proposes 10 major actions that could enable the transformation of Caatinga into a place where people and nature can thrive together. " I consider this book an excellent example of how scientists worldwide can mobilize their efforts to propose sound solutions for one of the biggest challenges of modern times, i.e., how to protect the world ' s natural ecosystems while improving human well-being. I am sure this book will inspire more research and conservation action in the region and perhaps encourage other groups of scientists to produce similar syntheses about their regions. " Russell Mittermeier, Ph.D. Executive Vice-Chair, Conservation International Structural Analysis of Historical Constructions. Anamnesis, diagnosis, therapy, controls contains the papers presented at the 10th International Conference on Structural Analysis of Historical Constructions (SAHC2016, Leuven, Belgium, 13-15 September 2016). The main theme of the book is " Anamnesis, Diagnosis, Therapy, Controls " , which emphasizes the importance of

all steps of a restoration process in order to obtain a thorough understanding of the structural behaviour of built cultural heritage. The contributions cover every aspect of the structural analysis of historical constructions, such as material characterization, structural modelling, static and dynamic monitoring, non-destructive techniques for on-site investigation, seismic behaviour, rehabilitation, traditional and innovative repair techniques, and case studies. The knowledge, insights and ideas in Structural Analysis of Historical Constructions. Anamnesis, diagnosis, therapy, controls make this book of abstracts and the corresponding, digital full-colour conference proceedings containing the full papers must-have literature for researchers and practitioners involved in the structural analysis of historical constructions. Developing and maintaining a disciplined management system provides any organization with a blueprint for exceptional performance and success. Indeed, for larger multinational corporations, a management system is a critical component for sustainable growth and performance management. In this book, the authors discuss a series of fundamentals for creating an operationally excellent management system (OEMS). The book also examines the business performance impact of an OEMS across leading gas and oil organizations, such as Exxon Mobil, BP, Suncor, and Chevron. In 7 Fundamentals of an Operationally Excellent Management System, the authors discuss each fundamental in detail and provide the supporting training and workshop materials that are essential for integrating these fundamentals into the business processes of the organization. The seven fundamentals identified by the authors provide a sequential approach for developing and executing an OEMS across any organization. Integrating sound organizational and business practices with personnel and process safety management principles, the book is an invaluable resource for organizations seeking operational discipline and excellence. Well-supported with graphics and practical examples, the book provides a simple pathway for an organization to evolve its management system into an OEMS designed to reduce workplace incidents and improve business performance on a sustainable basis. The management system principles discussed in the book are intended for the business leader who is motivated to transition his or her organization from ordinary, through best in class, to an organization of world-class stature and performance. Auditing is constantly and quickly changing due to the continuous evolution of information and communication technologies. As the auditing process is forced to adapt to these changes, issues have arisen that lead to a decrease in the auditing effectiveness and efficiency, leading to a greater dissatisfaction among users. More research is needed to provide effective management and mitigation of the risk associated to organizational transactions and to assign a more reliable and accurate character to the execution of business transactions and processes. Organizational Auditing and Assurance in the Digital Age is an essential reference source that discusses challenges, identifies opportunities, and presents solutions in relation to issues in auditing, information systems auditing, and assurance services and provides best practices for ensuring accountability, accuracy, and transparency. Featuring research on topics such as forensic auditing, financial services, and corporate governance, this book is ideally designed for internal and external auditors, assurance providers, managers, risk managers, academicians, professionals, and students. Faced with the climate change phenomena, humanity has had to now

contend with numerous changes, including our attitude environment protection, and also with depletion of classical energy resources. These have had consequences in the power production sector, which was already struggling with negative public opinion on nuclear energy, but a favorable perception of renewable energy resources. The objective of this edited volume is to review all these changes and to present solutions for future power generation. Beyond Earnings is targeted at investors, financial professionals, and students who want to improve their ability to analyze financial statements, forecast cash flows, and ultimately value a company. The authors demonstrate that reported earnings are easily gamed by accounting shenanigans and reveal how commonly used profitability measures such as return on equity can be misleading. Because earnings and P/E ratios are too unreliable for valuation, this book takes you beyond earnings and shows you how to apply the HOLT CFROI and Economic Profit framework in a step-by-step manner. A better measure of profitability results in improved capital allocation decisions and fundamental valuations. This ground-breaking book offers the first practical in-depth discussion of how profitability and growth fade, and shows how to put this information to work right away. The authors introduce their trailblazing Fundamental Pricing Model which includes fade as an adjustable value driver and can be used to value the impact of business model disruption. As the authors explain, the key to superior stock picking is understanding the expectations embedded in a stock 's price and having a clear view of whether the company can beat those expectations. The HOLT framework has been rigorously field tested for over 40 years by global investment professionals to help them make better stock picks and by corporate managers to understand the expectations embedded in their stock price. Beyond Earnings is an indispensable guide for investors who want to improve their odds of outperforming the competition. Provides coverage of specific topics and issues in healthcare, highlighting recent trends and describing the latest advances in the field. This book discusses applying vernacular strategies to modern architectural design to adhere to basic green principles of energy efficiency and materials utilization. Written from an international perspective, chapters present the perspectives and experiences of architects and engineers from across the globe. Historically successful approaches are integrated with modern design concepts to create novel, sustainable, and resource conscious solutions. The scope of topics covered include natural ventilation, cooling and heating, daylight and shading devices, and green micro-climate and functional facades, making this a useful reference for a wide range of researchers and workers in the built environment. Covers the most up-to-date research developments, best practices, and innovations from countries all over the globe; Presents the latest research in vernacular architecture and sustainable building; Contains case studies and examples to enhance practical application of the technologies presented. This book constitutes the thoroughly refereed post-conference proceedings of the 5th International Joint Conference on Biomedical Engineering Systems and Technologies, BIOSTEC 2012, held in Vilamoura, Portugal, in February 2012. The 26 revised full papers presented together with one invited lecture were carefully reviewed and selected from a total of 522 submissions. The papers cover a wide range of topics and are organized in four general topical sections on biomedical electronics and devices; bioinformatics models, methods and

algorithms; bio-inspired systems and signal processing; health informatics. The healthcare sector has never been under as much pressure as it is today. This pressure has motivated organizations to reinvent themselves, forcing management and marketing to take a more active role. Due to this reinvention, organizations must incorporate a stronger culture of management and marketing orientation that allows companies to define their course, optimize their resources, communicate with their stakeholders more efficiently, and encourage customers to become more involved with the company. This need is particularly urgent in the healthcare sector, as its weight in the economy has grown recently and it must prepare for economic recovery. Management and Marketing for Improved Competitiveness and Performance in the Healthcare Sector provides knowledge and skills to apply management and marketing on strategic, tactical, and operational aspects with an emphasis on the healthcare industry. Various aspects of management and marketing, such as operations management, quality management, human resources, brand management, and digital marketing, are discussed. The book is ideal for management and marketing academics, their students (undergraduate/graduate programs), researchers, managers, advertisers, healthcare organizations, hospital boards, pharmaceutical representatives, and marketers who need to optimize the potential of management marketing applied in the healthcare industry.

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